

Message Text

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SUBJ: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: (A) ANKARA 1619, (B) ANKARA 1620, (C) STATE 51579

1. SUMMARY. THE US TOBACCO COMPANIES REPRESENTED IN IZMIR REGULARLY CONTRIBUTE LIMITED SUMS OF MONEY EACH YEAR TO TURKISH CAUSES AND ALSO DONATE TO EARTHQUAKE RELIEF ON AN AD HOC BASIS. THESE EXPENDITURES BY WHOLLY AMERICAN OWNED FIRMS ARE THE MOST VISIBLE, AND THUS PERHAPS THE MOST EFFECTIVE, FORMS OF GOOD CORPORATE CITIZENSHIP (GCC) BY MULTINATIONAL CORPORATIONS IN THE IZMIR AREA. LESS OBVIOUS ARE THE CONTRIBUTIONS BY FOREIGN SHAREHOLDER CORPORATIONS TO THE PHILANTHROPIC ACTIVITIES OF LOCAL FIRMS WHOSE MAJORITY OWNERSHIP IS TURKISH. END SUMMARY

2. THE US TOBACCO COMPANIES HERE HAVE BEEN CONTRIBUTING
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TO TURKISH CAUSES FOR MANY YEARS. ONE FIRM SPENDS ABOUT \$1100 A YEAR FOR THE PURPOSE, INCLUDING OCCASIONAL DONATIONS TO THE TURKISH RED CRESCENT (KIZIL AY) SOCIETY AND A REGULAR ANNUAL \$500 GIFT TO ROBERT COLLEGE IN ISTANBUL. ANOTHER US TOBACCO FIRM CONTRIBUTES REGULARLY TO THE ADMIRAL BRISTOL HOSPITAL, AN AMERICAN-SUPPORTED FACILITY IN ISTANBUL. IT IS DIFFICULT TO GAUGE THE BENE-

FITS ACCRUING TO THE US FIRMS FROM THESE MODEST SUMS WHICH HAVE BEEN DONATED REGULARLY FOR YEARS. IT WOULD APPEAR THAT SUCH BENEFITS ARE MINOR, BUT THEY DO CONTRIBUTE AT LEAST IN A SMALL WAY TO A FEELING OF GOOD WILL BY THE HOST SOCIETY TOWARD THE COMPANIES.

3. THE TOBACCO COMPANIES ALSO CONTRIBUTE TO EARTHQUAKE RELIEF IN TURKEY, EITHER THROUGH FUNDS LOCALLY AVAILABLE OR UPON APPLICATION TO COMPANY BOARDS IN THE US WHICH DISPERSE CHARITABLE DONATIONS. ONE COMPANY, FOR EXAPMPLE, GAVE \$3000 FOR RELIEF AND TO VICTIMS OF A MAJOR QUAKE IN EASTERN TURKEY TWO YEARW AGO. COMPARED TO THE REGULAR PHILANTHROPIC CONTRIBUTIONS DISCUSSED ABOVE, EARTHQUAKE RELIEF AIMS AT A MORE IMMEDIATE, EXTRAORDINARY NEED AND MAY HAVE A MORE STRIKING IMPACT IN THE SHORT RUN, ESPECIALLY IN THE LOCALITIES WHERE THE FUNDS ARE UTILIZED.

4. OTHER EXAMPLE OF GCC BY MNC'S ARE LESS VISIBLE, INVOLVING FOREIGN PARTNERS WHO CONTRIBUTE A SHARE OF THE PHILANTHROPIC FUNDS EXPENDED BY LOCAL FIRMS. THE BRITISH MULTINATIONAL WHICH OWNS ONE-QUARTER OF A LARGE AUTOMOTIVE PLANT HERE REGULARLY CONTRIBUTES TO THE PLANT'S PHILANTHROPIC ACTIVITIES. THESE HAVE INCLUDED SCHOLARSHIP AWARDS, CONSTRUCTION OF A NEW WING FOR A LOCAL HOSPITAL AND CONSTRUCTION OF A HIGH SCHOOL LIMITED OFFICIAL USE

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LANGUAGE LABORATORY. SIMILARLY, THE WEST GERMAN PARTNER IN A LOCAL MARGARINE FACTORY CONTRIBUTED TO THE LATTER'S BUILDING OF A PLAYGROUND AT THE IZMIR SCHOOL FOR THE BLIND. IN ALL OF THESE CASES THE BENEFIT ACCRUING TO THE FOREIGN PARTNER WOULD APPEAR TO BE SMALL SINCE ITS INVOLVEMENT WAS INDIRECT AND NOT READILY APPARENT TO THE RECIPIENTS OF THE AID.

6. ANOTHER EXAMPLE OF GCC IS THE SPONSORSHIP OF SPORTS "CLINICS" AND DONATIONS OF ATHLETIC EQUIPMENT BY SOFT DRINK COMPANIES. THESE EFFORTS ARE PART OF THE COMPANIES' PUBLIC RELATIONS CAMPAIGNS.
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